

11th International Conference of AELCO

Córdoba, 17th-19th October 2018

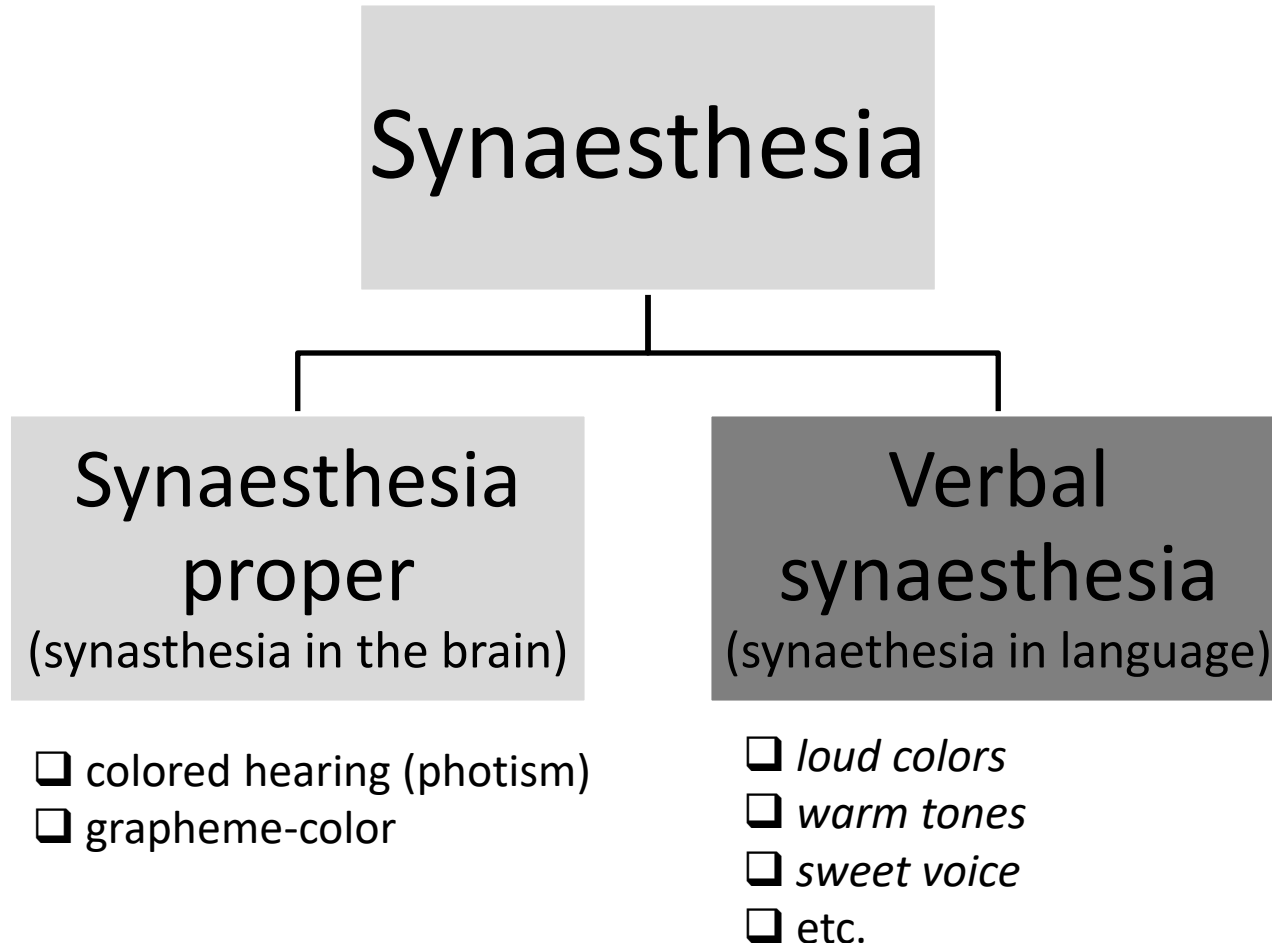
Metonymic synaesthesia: The case of attributive characterization of olfactory stimuli in German

Máté TÓTH, University of Debrecen, Hungary

Overview

1. Synaesthesia, metaphor, metonymy
2. Metonymic synaesthesia
3. Corpus and procedure
4. Findings
5. Conclusion

1. Synaesthesia, metaphor, metonymy



1. Synaesthesia, metaphor, metonymy

Vogt's (2013: 24-27): verbal perceptive-inferential metaphors

- ❑ attribute+noun (both refer to perceptual domains)
- ❑ *sharp voice*

My presentation: verbal synaesthesia or synaesthetic expressions

- ❑ attribute+noun (noun pertaining to the **olfactory domain** + attribute is a **color term**)
- ❑ *green scent*

1. Synaesthesia, metaphor, metonymy

Synaesthetic expressions are traditionally considered to be **metaphoric** :

loud color

- a) COLOUR is construed as something that has the property of being loud in the auditory domain.
- b) LOUD as a property of intensity in the auditory domain is extended to be a property of intensity in the domain of visual perception.

1. Synaesthesia, metaphor, metonymy

The **metonymic motivation** of synaesthetic expressions:

❑ most synaesthetic expressions have a metonymic motivation

(Barcelona 2002: 243)

❑ intermediate category between metonymy and metaphor

(Dirven 1985)

❑ heterogeneous regarding their conceptual motivation

(Sadamitsu 1999, 2001, 2003, Ullmann 1951: 277, Komori 1993, 2000, Muto 2000, Yamaguchi 2003)

2. Metonymic synaesthesia

My proposal:

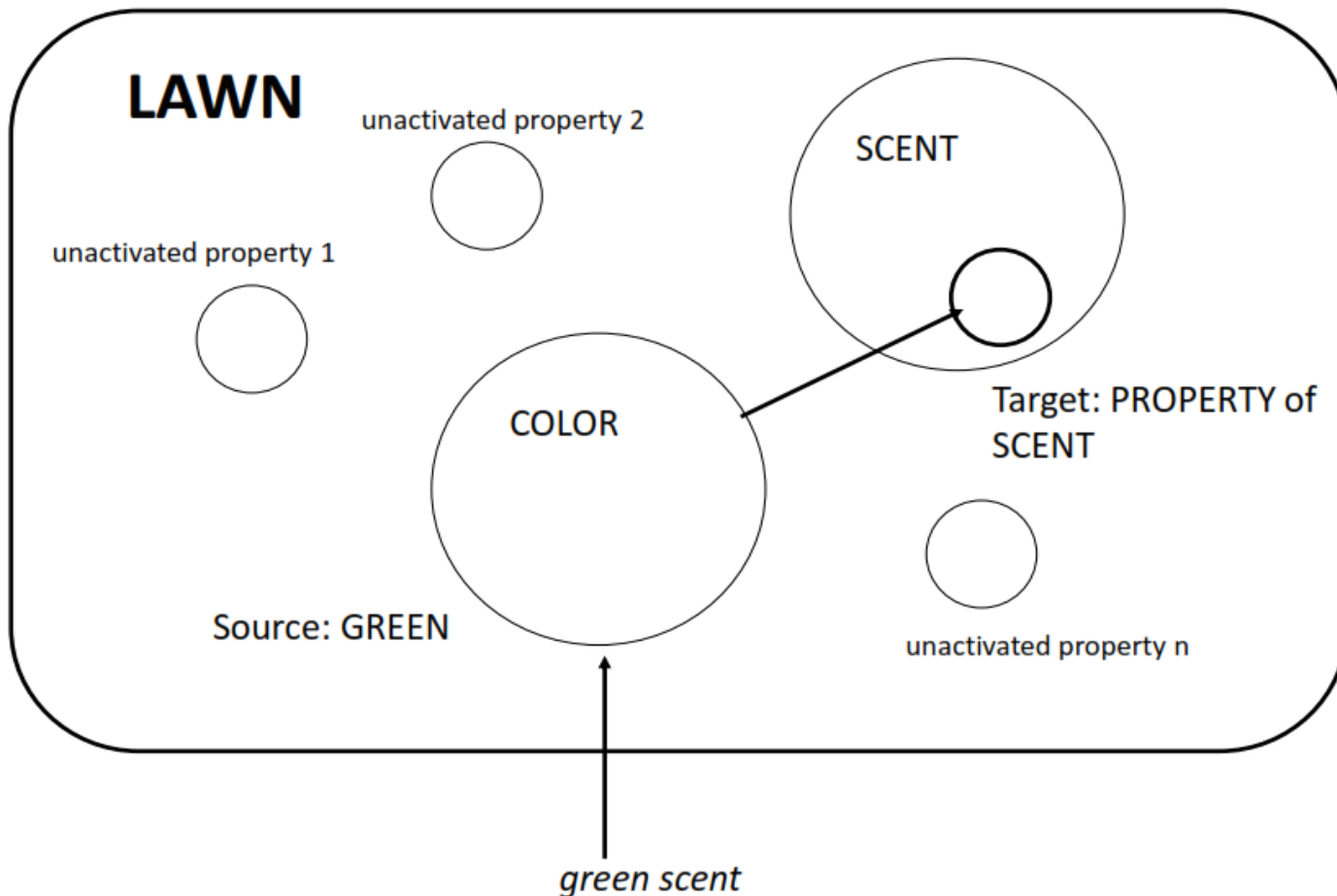
Some synaesthetic expressions are better analyzed as **PROPERTY-metonymies**.

PROPERTY-metonymy:

A metonymy whose target is a PROPERTY accessed and activated through another PROPERTY of the same THING or that of a related THING.

2. Metonymic synaesthesia

(1) the *green scent* of the lawn



2. Metonymic synaesthesia

The underlying relation is co-occurrence or resemblance.

A perceptual PROPERTY of a THING A is described with the help of ...

- a) another perceptual PROPERTY of A
- b) a perceptual PROPERTY of a co-occurrent THING B
- c) a perceptual PROPERTY of a THING B reminiscent of A regarding the given PROPERTY

2. Metonymic synaesthesia

Co-occurrence (a)

(2) In front of the window of that house blossomed delicate lilacs, visible from far away. Sándor Csillag was seized by the desire to wake up every morning in a room like this, with lilacs at the window, which as he rose and opened the window wide would fill with their **deep purple scent**. [Vámos 2009, electronic ed., translation by Peter Sherwood, slightly modified]

2. Metonymic synaesthesia

(3) From far off comes the *warmer odor* of cake baking.

[Updike 2006: 101]

(4) There was the *warm smell* of pig blood and smoke in the backyard.

[McCullers 2005: 45]

(5) It was delightful to stroll along Apáczsa Street, whither the *crackling smell* of the nearby coffee-roasters and cafés was invariably borne by the wind.

[Vámos 2009]

2. Metonymic synaesthesia

Co-occurrence (b)

(6) The music had a *sausage smell*

[Kling 2014, my translation]

(7) He doesn't hear the rumbling city anymore, the shouting and honking is replaced by the *cool silence* of the inner courtyards.

[N. Tóth 2015: 41, my translation]

2. Metonymic synaesthesia

Resemblance (c)

(8) The water gathered in a tank around its base and even in summer smelled like winter coats, like naphthalene. ***A round white smell***, like the mothballs in the wardrobe back home.

[Müller 2012, translation by Philip Boehm]

3. Corpus and procedure

Olfaction:

- poorly lexicalized (cf. Holz 2007, Chernigovskaya and Arshavsky 2007)
- utilization of attributes from other sensory domains
- synaesthetic constructions are likely to occur

Color:

- the attribute is very unlikely to be a color term
- do occur in literary, poetic discourse (e.g. 2 and 8)

3. Corpus and procedure

A small-scale corpus study on German syneathetic attribute-noun constructions combining COLOR and SMELL.

Corpora:

- ❑ Das Deutsche Referenzkorpus (DeReKo), COSMAS II_{web}
(ca. 25 billion words, written)
<http://www1.ids-mannheim.de/kl/projekte/korpora/>
- ❑ Digitales Wörterbuch der deutschen Sprache (DWDS)
(ca. 6.5 billion words, written)
<http://dwds.de/>

3. Corpus and procedure

Step #1 – Search for adjective-noun combinations

Color terms (all forms, no compounds): *rot* ('red'), *grün* ('green'), *blau* ('blue'), *gelb* ('yellow'), *weiß* ('white'), *schwarz* ('black'), *orange* ('orange'), *grau* ('grey'), *braun* ('brown'), *rosa* ('pink') and *lila* ('purple')

[Berlin and Kay 1969, Kay and McDaniel 1978]

Nouns (all forms, no compounds):

- Duft*: positive / neutral
- Geruch*: neutral / negative
- Gestank*: negative

Notes: Within a distance of 3 words left. Extraction of of + / - 1 paragraph.

3. Corpus and procedure

Step #2 – Exclusion of non-relevant hits

- ❑ the color term was not an attribute of the noun (random proximity)
- ❑ the noun does not refer to an olfactory stimulus (*Duft* = ‘the bloom of fruit’ / ‘steam or air’)

3. Corpus and procedure

Step #3 – Categorization of the relevant hits

- (i) co-occurrence-based metonymic
- (ii) resemblance-based metonymic
- (iii) undecided/metaphoric

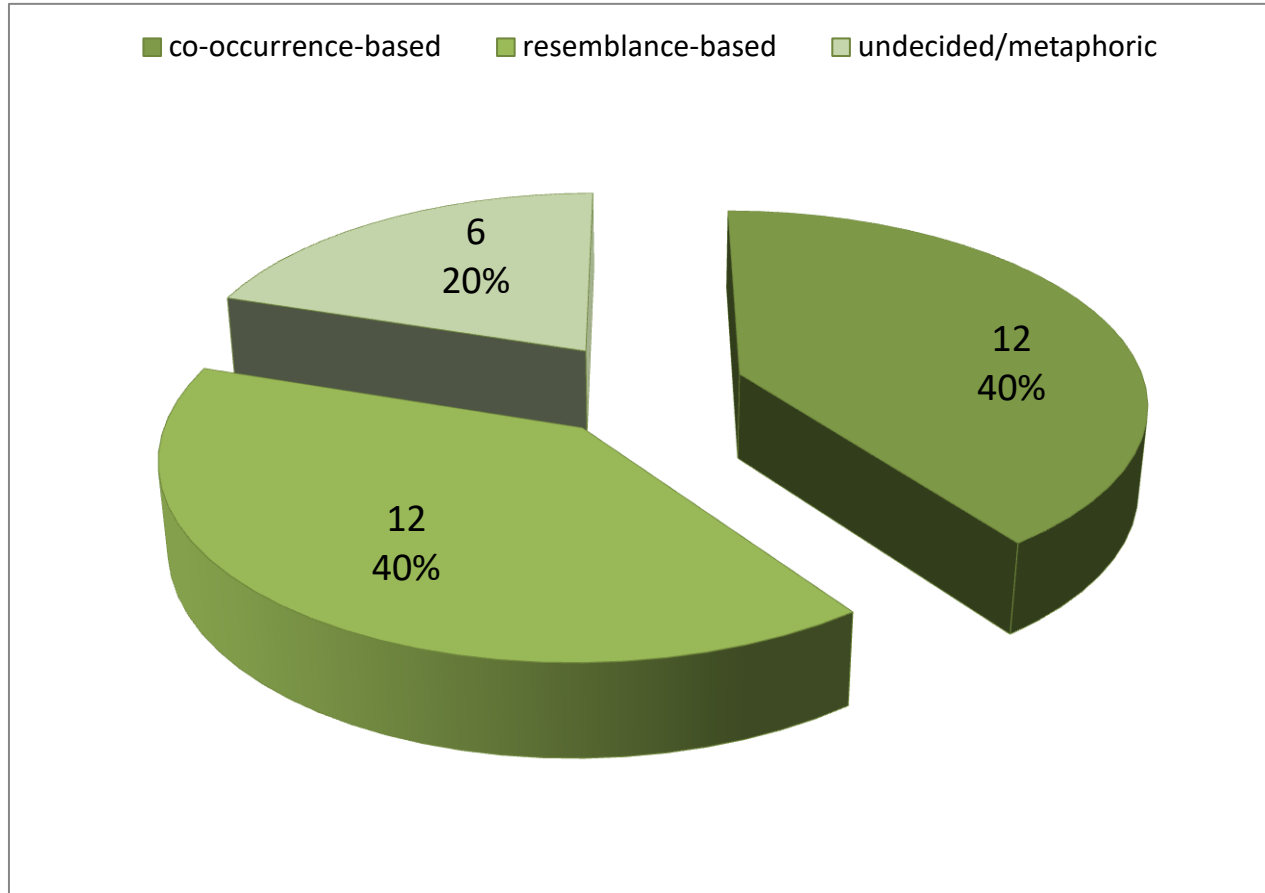
Notes:

- repetitions: counted only once (*Der schwarze Duft der Schönheit* 'The black scent of beauty' 12x)
- undecided/metaphoric: the context did not support the metonymic analysis, nor spoke against it

4. Findings

	<i>Duft</i>	<i>Geruch</i>	<i>Gestank</i>	<i>All</i>
<i>grün</i>	26	4	-	30
<i>braun</i>	1	7	5	13
<i>blau</i>	10	2	1	13
<i>schwarz</i>	3	1	3	7
<i>grau</i>	1	3	-	4
<i>rot</i>	2	1	-	3
<i>gelb</i>	-	2	-	2
<i>lila</i>	1	1	-	2
<i>weiß</i>	1	-	-	1
<i>orange</i>	-	-	-	-
<i>rosa</i>	-	-	-	-
<i>All</i>	45	21	9	75

4. Findings: *grün* + *Duft* / *Gestank* (30)



4. Findings: *grün* + *Duft* / *Gestank*

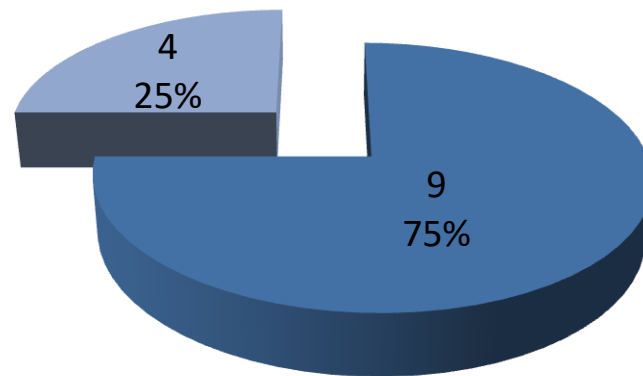
- ❑ no unpleasant smells
- ❑ in the co-presence of: galbanum, parks, grass, leaves, forests, fir trees, etc.
- ❑ interaction of metaphor & metonymy: GREEN POLITICAL IDEAS
- ❑ reminiscent of: grass, unripe olives, artichokes, green tomatoes, toilet tablets, leaves, ferns, moose, meadows, citrus fruit, cedar trees, pine trees, galbanum, and oak moss
- ❑ fresh, clean, and energetic

4. Findings: *braun* + *Geruch* / *Gestank* (/ *Duft*)

- ❑ unpleasant smells (only once with *Duft*)
- ❑ co-occurrence-based: 13/13
- ❑ in the co-presence of: vomit (1 item)
- ❑ interaction of metaphor & metonymy (12 items):
 - ❑ right extremist/neo-Nazi ideas/activities as having a smell
 - ❑ the color of the uniforms transferred to the smell

4. Findings: *blau* + *Duft* / *Geruch* (/ *Gestank*)

■ co-occurrence-based ■ undecided/metaphoric



- primarily pleasant/neutral olfactory stimuli
- in the co-presence of: violets, cigarettes in blue packaging, blue perfume in liquid form, air, water, cigar smoke, and exhaust fumes of racing cars

4. Findings

- ❑ **schwarz:** total: 7; co-occurrence-based: 5; undecided/metaphoric: 2
 - ❑ in the co-presence of: shadows, coal, waste gas, and volcanic ash

- ❑ **grau:** total: 4; co-occurrence-based: 4
 - ❑ in the co-presence of: dark seas, dark rooms, grey cities, and grey fumes

- ❑ **rot:** total: 3; co-occurrence-based: 2; undecided/metaphoric: 1
 - ❑ in the co-presence of: sunset, rusty metal

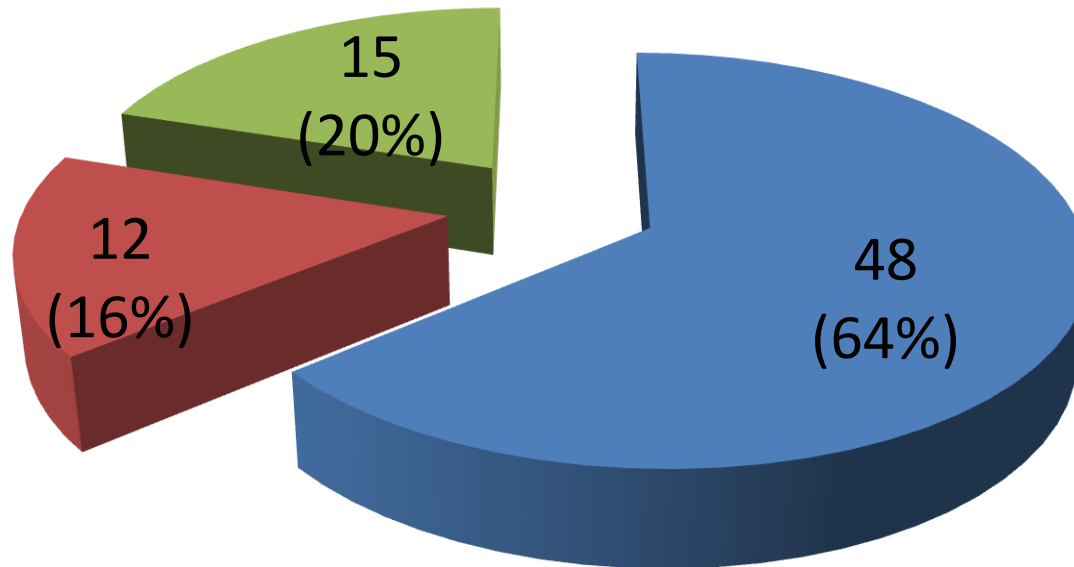
- ❑ **gelb:** total: 2; co-occurrence-based: 2
 - ❑ in the co-presence of: urine, rape fields

- ❑ **lila:** total: 2; undecided/metaphoric: 2

- ❑ **white:** total: 1; co-occurrence-based: 1
 - ❑ in the co-presence of: perfume containing vanilla

4. Findings

- co-occurrence-based
- resemblance-based
- undecided/metaphoric



5. Conclusion

- ❑ color-smell synaesthetic expressions are **very scarce**
(Szántó 2011: 5 of 3,520 Hungarian synaesthetic expressions)
- ❑ color-smell synaesthetic expressions **do occur**
(not only in poetic/specialized discourse)
- ❑ a great majority of color-smell combinations are **PROPERTY-metonymies**
- ❑ color-smell synaesthetic expressions **go against any directionality** proposed for the synaesthetic transfer
[e.g. Ullmann 1951, Williams 1976, Yamanashi 1988, Yu 2003, Shen 1997, 2008, and Sadamitsu 2003]

References (I)

- ❑ Barcelona, A. (2002): Clarifying and applying the notions of metaphor and metonymy within cognitive linguistics: An update. In: Dirven, R. & Pörings, R. (eds.): *Metaphor and Metonymy in Comparison and Contrast*. Berlin & New York: Mouton de Gruyter, 209–277.
- ❑ Berlin, B. & Kay, P. (1969): *Basic Color Terms*. Berkeley: University of California Press.
- ❑ Cacciari, C. (2008): Crossing the senses in metaphorical language. In: Gibbs, R.W. Jr. (ed.): *The Cambridge Handbook of Metaphor and Thought*. Cambridge, UK: Cambridge University Press, 425–443.
- ❑ Chernigovskaya, T.V. & Arshavsky, V.V. (2007): Olfactory and visual processing and verbalization. Cross-cultural and neurosemiotic dimensions. In: Plümacher, M. & Holz, P. (eds.): *Speaking of Colors and Odors*. Amsterdam & Philadelphia: John Benjamins, 227–238.
- ❑ Dirven, R. (1985): Metaphor as a basic means of extending the lexicon. In: Paprotté, W. & Dirven, R. (eds.): *The Ubiquity of Metaphor. Metaphor in Language and Thought*. Amsterdam & Philadelphia: John Benjamins, 85–119.
- ❑ Holz, P. (2007): Cognition, olfaction and linguistic creativity. Linguistic synesthesia as poetic device in cologne advertising. In: Plümacher, M. & Holz, P. (eds.): *Speaking of Colors and Odors*. Amsterdam & Philadelphia: John Benjamins, 185–202.
- ❑ Kay, P. & McDaniel, K. (1978): The linguistic significance of the meanings of Basic color terms. *Language* 54-3, 610–646.
- ❑ Komori, M. (1993): *Kyokankaku hyogen no naka no kan'yusei (Metonymy in synaesthetic metaphors)*. Osaka Syoin Joshi Daigaku Eibei Bungaku Kaishi 29, 49–65.
- ❑ Komori, M. (2000): *Kyokankaku hyogen ni mirareru metonimi kiban ni tsuite (On metonymic foundation in synaesthetic metaphors)*. *Eigo Goho Bunpo Kenkyu* 7, 123–134.

References (II)

- ❑ Muto, A. (2000): 'Kankaku kan no imi ten'yo' wo sasaeru 'metafa' to 'metonimi': 'Kyokankaku teki hiyu' towa nanika ('Metaphor' and 'metonymy' supporting the meaning transfers between senses: What is the 'synaesthetic metaphor'?). *Kotoba no Kagaku (Studia Linguistica)* 13, 97–116.
- ❑ Sadamitsu, M. (1999): *Synaesthesia: A Study from a cognitive viewpoint*. Conference Book of the English Linguistic Society of Japan 17, 121–124.
- ❑ Sadamitsu, M. (2001): A cognitive account on synaesthesia. *OUPEL* 6, 115–130.
- ❑ Sadamitsu, M. (2003): Synaesthesia re-examined. An alternative treatment of smell related concepts. In: Kawakami, S. & Oba, Y. (eds.): *Osaka University Papers in English Linguistics* 8, 109–125.
- ❑ Shen, Y. (1997): Cognitive constraints on poetic figures. *Cognitive Linguistics* 8-1, 33–71.
- ❑ Shen, Y. (2008): Metaphor and poetic figures. In: Gibbs, R.W. Jr. (ed.): *The Cambridge Handbook of Metaphor and Thought*. Cambridge: Cambridge University Press, 295–307.
- ❑ Szántó, B. (2011): A köznyelvi szinesztéziás átvitelek törvényszerűségei (Die Gesetzmäßigkeiten umgangssprachlicher synästhetischer Übertragungen). In: XII. RODOSZ Konferenciakötet.
- ❑ Ullmann, S. (1951): *The Principles of Semantics*. Oxford: Basil Blackwell.
- ❑ Vogt, S. (2013): Die Analyse 'synästhetischer' Metapher mittels Frames. *metaphorik.de* 23, 19–48.
- ❑ Williams, J.M. (1976): Synaesthetic adjectives. A possible law of semantic change. *Language* 52, 461–478.
- ❑ Yamaguchi, H. (2003): Sarani gokan de ajiwau (Taste much more using five senses). In: Seto, K. (ed.): *Kotoba wa Aji wo Koeru (Words Go beyond Taste)*. Tokyo: Kaimei, 120–153.
- ❑ Yamanashi, M. (1988): *Hiyu to Rikai (Metaphor and Understanding)*. Tokyo: Tokyo University Press.
- ❑ Yu, N. (2003): Synesthetic metaphor. A cognitive perspective. *Journal of Literary Semantics* 32, 19–34.
- ❑ Yu, X. (2012): On the study of synesthesia and synesthetic metaphor. In: *Journal of Language Teaching and Research* 3-6, 1284–1289.

Source of the examples

- ❑ COSMAS II-Webdienst. Online: <https://cosmas2.ids-mannheim.de/cosmas2-web/>
- ❑ Das Deutsche Referenzkorpus. Online: <http://www1.ids-mannheim.de/kl/projekte/korpora.html>
- ❑ Digitales Wörterbuch der Deutschen Sprache. Online: <http://dwds.de/>
- ❑ Kling, J. (2014): Kolbásszaga volt a zenének. Verfügbar online unter: <http://figaro.reblog.hu/itt-jart-daniel-harding-es-a-londoni-szimfonikusok> [Stand: 10. 06. 2016]
- ❑ McCullers, C. (2005): *The Ballad of the Sad Café and Other Stories*. Boston & New York: Mariner Books.
- ❑ Müller, H. (2012): *The Hunger Angel*. New York: Metropolitan Books. English translation by Philip Boehm. (electronic edition)
- ❑ N. Tóth, Ida (2015): Titkos udvarok. *Heti Válasz* XV. 12. 19., 41. Verfügbar auch online unter: http://valasz.hu/pest_budai_latkep/titkos-udvarok-110738 [Stand: 10. 06. 2016]
- ❑ Updike, J. (2006): *Rabbit, Run*. New York: Penguin.
- ❑ Vámos, M. (2009): *The Book of Fathers*. New York: Other Press. English translation by Peter Sherwood. (Electronic edition)

Thank You for Your Attention!

toth.mate@arts.unideb.hu